

Marketing Fundamentals

“Land Rover”

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TASK 1 A

Blog 1



Land Rover is a luxury car brand which is owned by British Multinational manufacturing company Jaguar and now it is owned by Tata Motors which is an Indian organisation. It is a strong presence all around the world because its cars are sold worldwide. Founder of the business entity is British Leyland and it was founded in year 1978. various types of marketing strategies are used by enterprise in order to reach maximum number of customers. 7 P's of marketing are considered by it to market its cars. All these elements are product, price, place, promotion, people, process and physical evidence (Arthur, 2014).

Land Rover has a wide range of products which includes Defender, Range Rover, Freelander and Range Rover sport. All the cars are having some specific features such as pixel laser LED head lights, activity key, attractive seating systems (20 way heated front seats with 60:40 rear bench to 24 heated), auto and gesture sunblind, cabin air ionisation and hot stone massage seats. Apart from this, cars of Land Rover are also having innovative qualities such as head up display, class leading legroom, stowage, hill decent control etc. it new car Discovery is 465 KG lighter as compare to other cars. Cars that are made by Land Rover are manufactured according to current trends of market and changing perception of clients. From starting the organisation is focusing on innovation, technology, traditional design etc. and it is known for its luxury as its targeted clients are customers above from economical class. In order to enhance visibility of its products Land Rover also

focuses on positioning of its cars. Its products are considered to be unique because the company uses different features for them that are not used by competitors such as Cherokee, Porsche, BMW, Ford, Audi and Mercedes Benz (Banisoleiman, 2014). As target market of Land Rover is customers above from economical class so it uses premium pricing strategy rather than going for low cost or economic pricing. Demography, market, product and location affect price of cars that are offered by the company. It helps to reach the target segment and provide them luxury products according to their comfort. For some of the cars penetration pricing is used by the organisation but with the change in engine or making modification or innovation results in increased prices of them which is also called prestigious pricing. Customers who focus on brand and quality as compare to price prefer cars of Land Rover. Its high price as well as high usage and maintenance cost make it a premium brand. Reason behind using premium pricing strategy is unique and good features of its cars that are not offered by competitors. When online orders are received by clients then price which is charged by the company varies according to region because delivery cost is also included in it (Berggren and Dhruba, 2015).



Cars of Land Rover are sold all around the world because of its global presence. In order to resolve post purchase problems of its clients the organisation has built up a channel so that they get proper servicing and maintenance facilities. The business entity has made a partnership with a Chinese enterprise Cherry Automobiles which helps it to maintain its distribution channel. It is planning for expansion in Asia as it has been bought by an Indian Company Tata Motors. A plan has been proposed by Land Rover in which it has decided to open exclusive showrooms in Asian sub-continent parts for the purpose of increasing visibility of cars. Another aim behind this plan is to pitch its cars to more premium clients. Its cars are sold with the help of two different channels. First one is its online websites that helps to sale cars directly to the clients. Second one is wholesalers who provide cars to retailers located in different countries. Land Rover has tied up with different delivery partners in order to make sure that cars get delivered to customers on time. Omni channel distribution system is used by the organisation in which customers can gather information regarding cars from its online as well as offline stores.

For the purpose of promotion different types of campaigns are organised by Land Rover as it does not require huge strategies for promotions as it is a well-known brand. In order to make an image in the market campaigns are organised which includes fun drives, off road challenge etc. Land Rover also provides sponsorships to different rallies according to the interest of clients. In order to promote the theme adventure organisation opened a club which is LROC. It is taking part in corporate social responsibility activities which is a good step taken to increase awareness of products of Land Rover (Bignell, 2016). Innovative ideas are shared by the company on social media with the help of online campaigns in order to attract customers toward its new cars. Key elements that are used by It for the purpose of promotion are road show and sponsorships. Social media platforms such as You Tube, Facebook and twitter are used by promotion team of enterprise to advertise them and expose new designs of the cars so that customers can gather information of them. Land Rover also takes part in trade exhibitions and events for the purpose of sales promotion and to increase revenues in its stores it hires skilled employees for the purpose of personal selling.

According to Land Rover business is based upon relationship and for all the business entities it is very important to establish good relations with the customers as well as employees so that profits can be maximised. Huge amount is invested by owner for training and development activities of workers as it is willing to be the employer of choice till year 2020 (Dewenter, Heimeshoff and Thomas, 2016). Higher authority in Land Rover is highly concerned with enhancement of skills and talent of workforce. Leaders in the organisation are very humble with staff members and also take opinion of them while formulating strategies as they think that they have practical knowledge of working in field because they directly interact with customers at stores and campaigns. Human relations are promoted by the company and for this purpose best services are delivered to clients. In order to resolve post purchase issues of customers Land Rover has established various service centres all around the world. People who are working in customer service department of Land Rover get contacted by clients and then they resolve all the queries and issues of them. They try their best to give them solution for their problems. People

working in sales team communicate with clients who are visiting the stores and conveyance them to buy cars by giving them accurate information they ask for. All the members of team also guide clients to decide best suitable car for their needs. Planning regarding people element of marketing mix appropriately done by managers within the organisation because they want to assure that all operations get executed appropriately (Donnelly, Begley and Collis, 2017).

Land Rover distributes its cars by following different process for each distribution channel in order to build transparency at workplace. Products are distributed via dealership, direct to clients, online campaign etc. Training and development processes are used to train employees so that they can perform their duties in appropriate manner. Top executives of Land Rover take timely reports of business to measure success of projects. In order to attain business objectives such as profit maximisation, customer satisfaction, sales enhancement etc. managers have to formulate strategic plans by following specific processes. After sales services are also provided that are acquired by clients when they feel that they are facing any issue regarding car. Managers make sure that cars are always available at stores by analysing all documents that are formulated by store staff (Epple and Phelps, 2014). Online delivery processes are also used by Land Rover to deliver order that were provided by customers with the help of a computer system. Managers keep track record of each order to track it until it gets shipped to the door step of clients. Different types of research processes are followed by organisation to gather information regarding needs and preferences of customers and fulfil their demand. Timely feedback is also taken from them to make sure that they are satisfied with quality of cars or not (Hazell, 2016).

Cars of Land Rover are delivered in unique packaging which can be identified easily. All the products of organisation are placed on special shelves which are provided by the company. They have different colour and design that helps to grab attention of clients. Eye catching packaging is used by the organisation to establish a good image in the mind of them. This quality of Land Rover cars is also known as its physical evidence that which is proof of its presence. It has a website which allows clients to take a view over the cars that they are planning to buy in future.

Images of them are shown in high quality and various angles. A 360° view is also offered to clients to analyse all the angles of cars to form buying decision. Physical evidence also includes the ambiance of the place where items are bought or sold and all the stores of Land Rover are established in posh locations where luxury clients come and book car according to their needs. High prices and good quality are the evidences for organisation.

Marketing mix is followed by Land Rover to analyse different aspects of business and measure that all of them are beneficial for organisation or not. Company is using attractive promotion techniques in order to aware large number of customers regarding its products. Modes that are used by Land Rover are sponsorship, road shows, rallies etc. Online presence of enterprise is also very good and interested clients can gather detailed information of each model of cars that are sold by the company (Heller and Rowlinson, 2018). Prices of all its products are very high because of its quality and brand image. People who are in love with cars and their brand prefers Land Rover to buy a car with unique features which are not offered by its competitors such as BMW, Audi etc. Attractive packaging is used to deliver cars to customers and it has service centres in various locations so that if clients face any post purchase related issue then all of them can be resolved. Proper training is provided to the employees in order to make sure that business operations are executed properly and effectively.

Blog 2

Land Rover is a successful manufacturing company of cars which is selling its products in most of the countries around the world. It has end number of competitors in the market which are affecting its business activities. In order to identify them, existing rivalry strategy of Porter's five force model is used by marketers and managers. It helps them to analyse that other companies are able to affect its market share and sales. The company is having high competitive advantage but to maintain it for a

long period managers determine other organisations which are operating business in automobile sector. In order to reduce competition Land Rover, focus on its pricing policies, promotional strategies, market share and quality of products (Kumar, 2017). Current competitors of enterprise are Mercedes Benz, Audi, BMW, Jeep Grand Cherokee, Volvo etc. Continuous innovation and traditional design are two factors that helps it to compete in the market. Unique features of cars that are sold by Land Rover are beneficial for organisation to deal with other companies which are willing to capture its market share. Attractive SUV and Sport cars are manufactured by this organisation which are sold all around the world. Now an Indian company has bought it so now it is planning to expand business in Asian market. The business will be expanded in such locations where Land Rover is not having its stores. A reason behind good competitive advantage of enterprise is presence of service networks all around the world according to products line. It does not offer low cost cars only luxury products are offered by it. There are various deals of organisation in all the parts of world and where they are not available, now it is planning to reach to those areas. Huge amount is spent on research and development activities to gather information regarding products of competitors and preferences of clients. Cars that are manufactured by this entity are made by focusing on quality and features that can attract customers (Macarthur, Cook and Davies, 2014).



Land Rover is expending its business massively in most of the countries by using Ansoff Matrix. There are four different policies under this model that could be used for various development purposes. These are market development in which existing products are sold by companies in different markets for the purpose of expanding business, product development, under this strategy business entities launch new products in their existing marketplace to enhance profitability. Market penetration that guides organisations to promote current products in current market segment for the purpose of increasing sales. The last strategy is diversification in which company launches a new product in a new market so expanding business and attracting large number of clients. From all these options land Rover is using market development strategy because it is launching its existing products in different markets to deliver its cars in different locations. Now a plan has been proposed by its managers in which they have decided to expand business in Asian countries where their stores are not available (Maxcy and Silberston, 2017).

With the help of market development strategy land Rover is expanding its business in more geographic locations. Reason behind selecting this strategy is that there is low risk involved in this option. Firstly, an existing car is being launched in new

market and sold to customers. Afterwards their views are analysed to check that introduced cars are able to fulfil demand of customers. If they successfully achieve their objectives then it plans for an innovation in that segment. Planning is done by managers in order to ignore future consequences such as low sustainability, bad market image and low demand of products. Main purpose of using Ansoff Matrix at workplace is increasing sales and achieving development opportunities (*Up coming projects of Land Rover*, 2019). Land Rover is also using it for the same purpose. To deal with its competitors it tries to maintain quality of cars and use their preferences to satisfy them.

Currently Land Rover is providing sponsorship to different championships in order to conduct promotional activities. Such type of steps that are taken by the company helps it to aware customers regarding the cars that are going to be launched in market or already been launched. Main aim of this organisation to be on the top of automobile sector and to attain this objective it has started to formulate plan. First of all, it is going to capture all areas of Asia because it has been bought by an Indian company Tata Motors (Meschtscherjakov, Wanko and Batz, 2015). For effective execution of business operations, it hires skilled employees and then provide them training so that they can perform all tasks that are assigned to them for attainment of organisational goals.

In October 2018 a new plant has been opened by Land Rover in Nitra, Slovakia which was a great step for business expansion. It has resulted in enhancement in sales and profits of whole organisation. It is the first UK based company which get success in opening a plant in this country. Such type of business expansion or creation of international factories helps company to offer new and innovative models of cars to the customers. It was the greatest milestone in the long-term globalisation program and result of planning of various years. Currently the market image of the organization is very good as it is offering good quality cars. In order to provide best quality products Land Rover conduct research and development programs and then collect data in which researchers directly interact with them and analyze that what they are willing to buy. After gathering information, managers of company formulate plans and use their feedbacks to manufacture cars. It helps to fulfil needs and

requirements of them and satisfy them to enhance profitability (NOLAN, 2016). Post purchase services of this organization is also very good because it is willing to satisfy clients by providing them best services so that revenues can be enhanced. In order to beat its competitors Land Rover is planning to launch self-driving cars in the market. It is based upon latest technology and for the purpose of launching entity is planning to gain trust of pedestrians and other road users by communicating with them to know their intentions and views regarding this proposed project. For this purpose a special team is going to be formulated and all of them will be assigned specific areas where they will interact with clients provide them information regarding new cars and try to figure out their point of view regarding the plan. Positive and negative feedbacks are used to formulate business strategies and make modifications in proposed design. It helps the business entity to meet expectation of customers and gain their trust. Managers have also planned to incorporate virtual eyes to give signal to pedestrian. It is a unique feature which has not yet been proposed by any other company. Manufacturers have confirmed that production of e type zero all electronic classic car has been started. It is a type of tailor made which will be made according to specification of customers. They can ask company to add features in cars according to their willingness. Now Land Rover is also planning to combine modern luxury with traditional design on 40th anniversary of Overfinch model. It will be a special edition as it is going to be launched in iconic body shell. In order to celebrate 80th anniversary it has introduced a new car in the market which is V8 edition of defender. It was also a limited edition of high-performance model which was reengineered and was fastest model to date (Piddock, 2018).

A new car also proposed by Land Rover whose name is Project Hero. It was designed for the red cross Land Rover which is the first car with roof mounted drone. It can take off and land when the car is in motion. Original 4*4 car which was missing from year 1948 has been found and restored by Land Rover. It is also planning to create the flying huntsman 6*6 which is going to be manufactured by combining rugged aesthetic with luxury material and designed by Kahn design. Hybrid electric SUV has been revealed by Land Rover and a commitment is also

made by the company in which managers said that all the cars will have plug in electric options within next three years. All these new models are going to be launched in market in upcoming period. The organization is planning to enhance its profitability in next few years with the help of all the proposed projects. The managers have estimated that overall profits are going to be enhanced by 20% in next few years with the help of proposed plans of launching new featured cars in market (Reichenbach, 2016). It has been forecasted by top executives that overall performance of organisation will be enhanced after this new launch which will be beneficial for company.

TASK 1B

supporting paper

I found sources of information gathering and I was responsible for the proper writing of the mail. I learned different things while working on the blog project. The information is gathered from various Land Rover articles, previous projects, upcoming cars, proposed plans for the future, and so on. When writing the posts, I analyzed all the information in an appropriate way. While I was writing any content in the publication, I made sure that the publication contained accurate and transparent information. I tried to use the relevant sources to gather information about Land Rover so that we can help our readers get detailed information about the organization, its present and future projects. I was responsible for compiling information by observing and analyzing it as accurate and accurate. Part of the content that was gathered was rejected by me because I thought it was not necessary for the publications. I also collected content for posts. I enjoyed my duties very much as they helped me to raise my knowledge. Various theories are also used by me as I work on my blog (Slessor, 2016). These are agenda, cognitive constructivists, behaviorism, Connectivism, humanism theories, and so on. My whole project is based on secondary research, using different articles to write about Land Rover.

The agenda setting theory was mainly developed by Max Mac Combs and Donald Shaw. This is the theory of social science that was used by me to finish the posts for the blog. This is part of the mass communication theory, which is mainly used to select and

display news. This theory has helped us find the right content I need to write in the mail for my blog. With the help of our readers, they will be able to get detailed information about Land Rover and its various business projects. This theory describes a strong influence of media and other digital environments.

The cognitive constructivist is also used by me when filling in my blog posts and was developed by Jean Piaget. This is a learning theory that has helped me learn different things like communication, teamwork, and so on. It is important that when you are involved in a group, members of the group have to communicate with each other while working at positions as it helps to ensure that the project is on the way or not. Teamwork is also very important because without it it is not possible the whole project was completed. This theory has helped us to learn new information to our existing knowledge and also to change our skills by helping us learn different things on the subject. With this theory, I developed cognitive pathways in understanding and physically responding to experiences. He helped us learn the most effectively by reading text and articles that are being analyzed by us to finish the post (Stanford, 2014).

The theory of Behaviorism was used by me to write a blog post as it helps to explain behavior by external factors. It helped me to identify positive and negative elements that could affect information that was added to me in the mail. I have acquired the new behavior of the conditions that I encountered while collecting information about my project.

Connectivism is also a learning theory that helped me to figure out how to finish the project with transparent content. It fully underlines the role of the social and cultural context. According to this theory, learning does not happen only within the individual, but in a network. In order to learn new things and to increase knowledge, it is very important to establish good connections so that information can be exchanged.

The theory of humanism was developed in the 1960s, which states that in order to experience, explore and observe new things in order to improve knowledge and skills. It has helped me to focus on the dignity, freedom and potential that are required to work on this project (Thoms and Donnelly, 2017).

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